



WKMG

# ORDER

Print Date 10/04/12 Page 1 of 3

Flight Dates 10/09/12-10/15/12

Contract / Revision 257676 /  
Original Date / Revision 10/04/12 10/04/12  
Advertiser POL/RPOF 3 PACK//R/STR/F

Agency Mentzer Media Services

Buying Contact Elise Cloyd

600 Fairmount Ave., Ste 306  
 Towson, MD 21286-1002

Product RPOF/HUK, GAE, GARD.

Agency Com 15%

Billing Contact

600 Fairmount Ave., Ste 306  
 Towson, MD 21286-1002

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 1928

Alt Order # 06297637

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL GEN

Product Codes PL-Candidate

Priority P-2

Advertiser Ref

Primary Account Executive  
 Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 45150

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	35	\$38,377.50	\$45,150.00	0.00	10/01/12	10/15/12	35	\$38,377.50	\$45,150.00
<b>Totals</b>	<b>35</b>	<b>\$38,377.50</b>	<b>\$45,150.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
2	WKMG	10/09/12	10/12/12	News at 6p News at 6p	CM	6-630p	-TWTF--	:30	4	\$800.00	P-2	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--		4				\$800.00		0.00			
E 3	WKMG	10/09/12	10/14/12	M-SU 11p News M-SU 11p News	CM	11-1135p	-TWTFS	:30	6	\$1,500.00	P-2	0.00	NM	6	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTFS		6				\$1,500.00		0.00			
7	WKMG	10/11/12	10/11/12	Thu Prime 9p No Show/see Thu 9p 1hr	CM	9-10p	---1---	:30	1	\$9,000.00	P-2	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	---1---		1				\$9,000.00		0.00			



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Page 2 of 3

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Hiatus Dates

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Order Sep 00:15:00

Advertiser POL/RPOF 3 PACK//R/STR/ Product RPOF/HUK, GAE, GARD.

Estimate # 1928

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	WKMG	10/11/12	10/11/12	Thu Prime 9p No Show/see Thu 9p 1hr	CM	9-10p	---1---	:30	1	\$9,000.00	P-2	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	---1---		1				\$9,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKMG	10/08/12-10/14/12		Thu Prime 9p		9-10p	---Th-----	:30		<del>(\$9,000.00)</del>		0.00	NM		
	See MG 7.3														
3	WKMG	10/14/12-10/14/12		Sun Prime 7-8p		7-8p	-----Su	:30		\$9,000.00		0.00	NM		
	Ⓜ MG for 7.1 10/11														
8	WKMG	10/12/12	10/12/12	Fri Prime 10p Blue Bloods	CM	10-11p	----1--	:30	1	\$7,000.00	P-2	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	----1--		1				\$7,000.00		0.00			
E 9	WKMG	10/14/12	10/14/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----S	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S		1				\$1,300.00		0.00			
10	WKMG	10/14/12	10/14/12	1030-1130a Face Natio Face The Nation	CM	1030-11a	-----1	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----1		1				\$2,000.00		0.00			
13	WKMG	10/15/12	10/15/12	News at 6p News at 6p	CM	6-630p	1-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	1-----		1				\$800.00		0.00			
14	WKMG	10/15/12	10/15/12	M-F 11p News M-F 11p News	CM	11-1135p	1-----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	1-----		1				\$1,500.00		0.00			
E 15	WKMG	10/09/12	10/12/12	CBS This Morning The Early Show	CM	7-9a	-TWTF--	:30	4	\$350.00	P-2	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-TWTF--		4				\$350.00		0.00			
16	WKMG	10/09/12	10/12/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	-TWTF--	:30	4	\$250.00	P-2	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-TWTF--		4				\$250.00		0.00			
E 19	WKMG	10/09/12	10/12/12	M-F David Letterman David Letterman	CM	1136p-1238a	-TWTF--	:30	4	\$250.00	P-2	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-TWTF--		4				\$250.00		0.00			
20	WKMG	10/10/12	10/10/12	Wed Prime 9p Criminal Minds	CM	9-10p	--W----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	--W----		1				\$2,500.00		0.00			
22	WKMG	10/13/12	10/13/12	Sat Prime 9p Crimetime Sat	CM	9-10p	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S-		1				\$1,000.00		0.00			
23	WKMG	10/13/12	10/13/12	Sat Prime 10p 48 Hours Mystery	CM	10-11p	-----S-	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00



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Page 3 of 3

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Advertiser POL/RPOF 3 PACK//R/STR/ Product RPOF/HUK, GAE, GARD.

Estimate # 1928

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
23	WKMG	10/13/12	10/13/12	Sat Prime 10p 48 Hours Mystery	CM	10-11p	-----S-	:30	1	\$1,100.00	P-2	0.00 NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	-----S-	1		\$1,100.00		0.00					
24	WKMG	10/14/12	10/14/12	Sun Prime 9-10p Good Wife	CM	9-10p	-----S	:30	1	\$2,500.00	P-2	0.00 NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	-----S	1		\$2,500.00		0.00					
E 25	WKMG	10/15/12	10/15/12	CBS This Morning The Early Show	CM	7-9a	M-----	:30	1	\$350.00	P-2	0.00 NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	M-----	1		\$350.00		0.00					
26	WKMG	10/15/12	10/15/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	M-----	:30	1	\$250.00	P-2	0.00 NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	M-----	1		\$250.00		0.00					
E 29	WKMG	10/15/12	10/15/12	M-F David Letterman David Letterman	CM	1136p-1238a	M-----	:30	1	\$250.00	P-2	0.00 NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	M-----	1		\$250.00		0.00					
													Totals	35 \$45,150.00